

PLAYERS NAVY CUT
TEST MARKET EVALUATION

	INDUSRY % CONT.	# OF SPACE ID STORES	% TRANS- SHIP OUT	SDI'S*						
				PM	MARL	OPB	BASIC	RJR	CAMEL	DISC
Redmond Washington**	N/A	30	N/A	90	89	88	135	132	248	120
Eureka California	0.02%	142	8.2%	94	90	57	172	117	279	137
Green Bay Wisconsin	0.21%	669	32.5%	110	92	70	121	85	104	116
Fort Wayne Indiana	0.69%	442	80.5%	95	89	104	130	128	122	92

* SDI's are based on the DMA database YTD through 5/94

** Redmond SDI's based on the Seattle/Tacoma DMA

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PLAYERS SUMMARY